



Nottingham University
Business School

UK | CHINA | MALAYSIA



2025

Nottingham University Business School China
PhD Programmes

University of Nottingham
Ningbo China

教育先行
國際交流
柯維雄

Dean's welcome



Professor Kok Wei Khong

Dean of Nottingham University Business School China
Professor of Marketing Analytics

“Welcome to Nottingham University Business School China!

Our school offers students a British-style education in the heart of the largest economy in Asia. We are proud to hold the prestigious Triple Crown accreditation from AACSB, EQUIS, and AMBA, a recognition shared by fewer than 1% of business schools worldwide. This recognition places us among the top business schools in the world, reflecting our commitment to high-quality teaching, research, industry engagement and responsible management education.

The school is comprised of three departments: the Department of Entrepreneurship, Marketing and Management Systems, the Department of Finance, Accounting and Economics and the Department of International Business and Management. The School offers a range of professionally accredited programmes at undergraduate, master and PhD levels. Our wide range of programmes enables students to curate their own curriculum where they can choose to take modules from other departments or schools. Students also have the opportunity to enrich their experience in our truly global university via two other campuses in the UK and Malaysia.

You will find that students appreciate the cultural diversity on this campus. From a learning perspective, we embrace our differences and learn from each other respectfully and collaboratively. We want to impart to our students the importance of driving businesses towards sustainable and inclusive economic growth for the good of all. Our ecosystem in the school will enable students to be multidimensional so that they will be prepared to face competitive and challenging environments.

Our academics are always ready to nurture our students. They are award-winning scholars who have a wide range of experiences in cutting-edge and impactful research, industry engagement and global outreach. The school also prides itself on having a tireless and amazing administration team that supports the faculty's day-to-day operations. Their commitment ensures smooth workflows and fosters a positive environment for everyone in the institution.

With this, we really look forward to meeting you on campus.”



Nottingham University Business School China

Nottingham University Business School China, an integral part of the University of Nottingham Ningbo China (UNNC), delivers world-class business programmes across undergraduate, postgraduate and executive levels.

Nottingham University Business School has been awarded the prestigious Triple Crown accreditation by AACSB, EQUIS and AMBA - a distinction held by fewer than 1% of business schools worldwide. This recognition positions us among the global elite of business education institutions, demonstrating excellence in teaching, research, industry engagement and beyond.

The Business School's postdoctoral research station in Business Administration was approved in 2023, which is UNNC's first postdoctoral research station, marking an important milestone. According to the 2024 ShanghaiRanking of Academic Subjects, the Business School ranked amongst 15-25 in Business Administration, 33 – 46 in Management, and 61 –80 in Economics in the Chinese mainland. The Business School is also a Principles for Responsible Management Education (PRME) Champion, committed to cultivating responsible business leaders. At the end of 2024, the United Nations University officially approved the establishment of the Regional Centre of Expertise Ningbo (RCE Ningbo) on Education for Sustainable Development, initiated and promoted by the Business School.

The Business School has been upholding an international, innovative and impactful teaching approach. The content of our degree programmes has a sharp international focus. Our lecturers and teaching fellows are recruited from top universities and research institutes around the world. By delivering innovative programmes, practice-oriented learning approaches, and interdisciplinary research opportunities, the Business School is committed to cultivating future business leaders equipped to address global challenges, while driving sustained impact on the sustainable development of social economy.



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Unlock your potential with a quality British-style education

Opened in 2004 and located in the city of Ningbo on the east coast of China, the University of Nottingham Ningbo China, the first Sino-Foreign University, is a leading international University.



UK degree

All students at the University of Nottingham UK, China, or Malaysia graduate with the same degree certificate.



100% employment rate

all of our PhD graduates find a job.



English learning environment

All our degree programmes are taught in English.



Rigorous research training

Our PhD programme combines taught modules with personal research supervised by at least two academic staff.



63%

of our academic papers were published in world top 10% journals. (Data as of Dec. 2024 from SciVal)



46%

of the total admitted PhD students in 2024/25 were from QS top 100 universities.



International diversity

Current PhD students come from 9 different countries/regions, and research supervisors from around 5 countries/regions.



First-class academic staff

Our academic staff are appointed to the University of Nottingham UK's standards.



Scholarships

A growing number of full scholarships covering tuition, medical insurance, housing, and living costs are available. 80% of our PhD students were awarded a full scholarship for autumn entry in 2024/25 (93% scholarship for spring entry). Application is competitive.



Teaching opportunities

We offer teaching training and Graduate Teaching Assistant (GTA) opportunities to our students to help prepare for an academic career.

Our Academics




Professor Alain Chong

Vice Provost for Global Engagement and Partnerships

Chair Professor of Information Systems and Digital Innovation

Professor Alain Chong received his PhD in Information Systems from the University of Nottingham and PhD in Operations Management from Multimedia University Malaysia. Alain was named the Ten Outstanding Young Malaysian by Junior Chamber International in 2012. Alain is ranked among the top 2% of scientists globally by Stanford-Elsevier. Elsevier named him one of the most cited scholars in China for nine consecutive years (2015 – 2023).



Dr Bruno Deschamps

Associate Professor in Economics

Prior to joining the University of Nottingham Ningbo China, Dr Bruno Deschamps was Lecturer in Finance at the University of Bath, UK. He has a PhD in Economics from the Université Libre de Bruxelles, Belgium. His main research is in the areas of forecasting, macroeconomics, and financial markets. In particular, he is interested in the evaluation of macroeconomic forecasts, and on the linkages between economic forecasts and financial markets.




Professor Martin Liu

Associate Dean for Research and Knowledge Exchange

Professor of Marketing and Innovation

Professor Martin J. Liu once served as the Interim Dean of Nottingham University Business School China, and he is also the Executive Dean for Zhejiang Provincial Branding Academy. He completed his PhD at the University of Warwick. He is a visiting professor at the University of Warwick (UK) and serves as an external expert for many government agencies in China. He has received recognition for his contributions to teaching and learning excellence, including the most prestigious "China National First-Class UG Module (2020)" and "the Lord Dearing Award (2014 & 2019)" since he joined the University of Nottingham. His research interest relates to how firms achieve their marketing goals through digital innovation mechanisms and digital channels.



Professor Martin Lockett

Professor in Strategic Management

Professor Martin Lockett's career brings together the academic and business worlds. After 13 years' research and teaching in leading universities (Cambridge, Open University, Imperial College, Oxford), he spent 16 years in a variety of senior business roles. He then moved back to the academic world at Ashridge where he became Dean of Academic Development. From 2017 to 2022, he was Dean of NUBS China.



Professor Pingping Fu

Professor in Organisational Behaviour

Professor Pingping Fu obtained her Ph.D. in Organisational Studies at the State University at Albany, New York. She has an MBA from the University of Nevada, Reno, MA in Journalism from the Academy of Social Sciences in China, and MA in Philosophy from the Chinese University of Hong Kong. Her works have been published in various journals, including the Administrative Science Quarterly, Journal of International Business Studies, Journal of Organisational Behaviour, Leadership Quarterly, Management International Review, Organisational Dynamics, Advances in Leadership Research, Advances in Global Leadership, Journal of Asian Businesses, International Journal of Cross Cultural Psychology.



Dr Marina Glushenkova

Assistant Professor in Economics

Dr Marina Glushenkova joined the University of Nottingham Ningbo China in October 2016. She completed her PhD in Economics at the University of Cyprus in June 2016. Before that, she obtained a Master Degree in Economic Analysis at the University of Cyprus and did her undergraduate study in International Economics at the Ural Federal University. Marina's research interests lie in the field of international macroeconomics and international finance.



Professor Kent Matthews

Professor in Banking

Professor Matthews took degrees at the LSE, Birkbeck College (University of London), and University of Liverpool. He has held research appointments at the LSE, National Institute of Economic & Social Research, Bank of England, and Lombard Street Research. He has held academic appointments at University of Liverpool, Liverpool Business School, and Cardiff Business School. Kent Matthews has published widely in the areas on money, macroeconomics, applied economics, banking, and finance in over 80 papers in peer reviewed journals.



Dr Michael McNamara

Assistant Professor in Business Law and Corporate Governance

Dr Michael McNamara joined Nottingham University Business School China in May 2023. Michael has extensive teaching experience with a focus on teaching commercial law topics to business students. Previously, Michael was a Senior Lecturer at the College of Business Government and Law at Flinders University in Australia, during which time he received a Vice President and Executive Dean's Award for Excellence in Teaching.



Professor Xiuping Hua

Professor in Financial Technology and Analytics

Director of UNNC-NFTZ Blockchain Laboratory, Executive Deputy Director of Centre for New Structural Economics

Professor Xiuping Hua obtained her PhD degree in Finance from the University of Sheffield Management School,UK. Her research interests include financial technology, innovation finance, and inclusive finance. She has published articles in both academic journals and practitioners, such as the Journal of International Money and Finance, the European Journal of Finance, Review of Quantitative Finance and Accounting, Journal of Association for Information Systems, and so on.



Dr Chandra Ade Irawan

Associate Professor in Operations Management

Dr Chandra Irawan joined University of Nottingham Ningbo China as an Associate Professor in Operations Management in September 2017. He has published his works in well-known international journals such as the European Journal of Operational Research, Computer and Operations Research, Journal of Heuristics, and Annals of Operations Research. Prior to the University of Nottingham Ningbo China, he was a research fellow at the Department of Mathematics at the University of Portsmouth UK for 3 years involved in the Leanwind Project (EU 7th Framework Programme project). He received his PhD from the University of Kent, England.



Professor Chee Wei Phang

Head of Department of Entrepreneurship, Marketing and Management Systems

Chair Professor of Behavioural Insights and Decision Sciences

Prior to joining UNNC, Professor Chee Wei Phang was a Professor in Information Systems in the School of Management of Fudan University. He received his PhD in Information Systems from the National University of Singapore in 2008 and has published academic papers in top journals in the field of management many times. His research interests include mobile commerce, social media, and the societal impact of IT.



Professor Sunghan Ryu

Professor in Management Science and Analytics

Professor Sunghan Ryu serves as the series editor for the Digital Entertainment series of SAGE Business Cases. He held visiting professor positions at the University of Southern California, US, Warwick University, UK, and Peking University, China. Before joining UNNC, he was a Tenured Associate Professor at USC-SJTU Institute of Cultural and Creative Industry in Shanghai Jiao Tong University (SJTU), and a Postdoctoral Fellow at the School of Creative Media and Department of Information Systems, College of Business in the City University of Hong Kong.

*Listed in alphabetical order of surname

Where do our PhD graduates go?

Since the first doctoral student graduated in 2013, NUBS China has continued to produce high-level doctoral graduates over the last ten-plus years, with an employment rate of 100%. Some of these graduates secured academic jobs not only at top Chinese universities, but they landed jobs at business schools in the UK, Australia, and France.



outstanding students



“My PhD journey was the next level of a self-reflective and self-breakthrough journey after 20 years of industry experience. I cannot be more grateful and thankful to my professors, especially Professor Pingping Fu as well as to the Business School throughout the process. Life forward will be more interesting, more learning and I look forward to it.”

 **Polly Kit Shun NG**
Strategy



“UNNC reflects a unique embodiment for PhD research. I have received the best of the philosophical and theoretical robustness of British research style. At the same time the culture richness of China helped me to understand things from different vantage points. The Business School experience made me collectively made me a better researcher.”

 **Murtaza Faruquee**
Marketing

Research areas in PhD programmes

Accounting

Environmental accounting and disclosure, Taxation, Audit and assurance, Financial reporting, Management accounting and decision making, Corporate governance, Corporate finance, Accounting and information system

Economics

International economics, trade, and foreign direct investment, Environmental and energy economics, Banking and financial economics, Business cycle and macroeconomic forecasting, The Chinese economy, Microeconomics, Applied econometrics, Spatial economics, Behavioral and experimental economics, Economics of digitalisation

Entrepreneurship and Innovation

Governance in science, Technology and innovation, Start-ups, Family business, Entrepreneurial platforms and ecosystems, Economics of innovation, Digital entrepreneurship

Finance

Corporate finance, Asset pricing, Capital markets, Fintech, International finance, Entrepreneurial finance, ESG Investing, Applied financial econometrics

Organisational Behaviour and Human Resource Management

Career management, Human resource management, Labour relations, Leadership and team dynamics, People management in the digital era

Information Systems

E-commerce, Mobile commerce, Digital platforms, Business analytics, Social media, E-health, Healthcare information systems, Fintech, Design science, Digital ventures, Artificial intelligence, Blockchain implementation, Augmented reality applications, Sustainable digital ecosystems

International Business and Strategy

Foreign direct investments, Global strategy and organisation of MNEs, Innovation, International management, Management in emerging economies, Strategic management

Operations and Supply Chain Management

Strategic sourcing, Sustainable supply chains, Supply chain innovation, Supply chain optimisation, Social and environmental supply chain, Made-in-China 2025, The Belt and Road initiative, Supply chain finance, Green supply chain, Digital operation analytics

Marketing

Services marketing, Consumer behaviour, Transformative potential of digital innovation, Retail management, Digital marketing, Customer experience management, Tourism and hospitality management, Service ecosystem, Sustainable marketing, Green marketing, AI use in marketing

Tuition fee and scholarships

Tuition fees: RMB 130,000 per year

PhD scholarships

University of Nottingham Ningbo China (UNNC) offers a wide variety of scholarships to potential PhD students seeking to study at Nottingham University Business School China. In addition to faculty scholarships, we also offer strategic research and other scholarships. Graduate Teaching Assistantships, combining paid teaching with PhD research, may also be available.

1. Alumni and Family Scholarships
2. Faculty Scholarships (25NUBS)
3. Doctoral Training Partnership (DTP) Scholarships

4. Higher Flyer Scholarships (25HFS)
5. Strategic Research Scholarships

World-class Facilities



The Nottingham Fintech Lab at the Business School is equipped with world-class hardware and software facilities. It allocates 51 high-performance desktops to accommodate teaching activities needs, including leading financial databases and data analysis and visualisation software such as WIND, CSMAR, Tableau, Anaconda and SAS.

The Lab will equip students with advanced technological and scientific resources and enhance their learning experience using state-of-the-art methods and tools to tackle real-life problems. It can also support teaching and learning situations that require big data storage, complex algorithms, business data analysis, computational intelligence, data mining, deep learning, computer vision, image processing, and social network analysis. It is a valuable support for the digital transformation of our degree programmes.

The Lab contains 12 Bloomberg terminals, a data terminal system developed by the financial information service provider Bloomberg, which is an important tool for those in the financial industry to access data and information. At the Bloomberg Global Trading Challenge 2024, a student team from UNNC won the championship in the Asia and Oceania region and was awarded third place worldwide. This marks the first time a university from Chinese mainland has claimed the regional championship in the Asia and Oceania division of the Bloomberg Global Trading Challenge.



The Microsoft Imagine Academy Programme has been launched at the Business School, which presents a new breakthrough for business education in China.

The Business School and Microsoft China will collaborate on teaching innovation, digital transformation and data analytics through Microsoft's training and certification to support the University's teaching and research projects. The two parties will work jointly to create a teaching and curriculum system that will assist teachers, students and eco-partners in improving their digital capabilities, fostering the development of innovative talents in the context of digital transformation.

Business Engagement

The Business School has built up strong links with companies and organisations. By engaging with some of the world's largest companies alongside dynamic small and medium-sized enterprises while studying with us, students exposed to the business world, may be inspired by great speakers, and can develop a relationship with a mentor.

Additionally, the Business School Advisory Board provides strategic advice to support the school's current development and future activities. Board members include distinguished leaders from private and public sector organisations and policymakers to ensure the continuing relevance of the School's activities.



Entry requirements

Academically, you need to be:

A graduate of an approved UK university holding a master's degree in a relevant subject (normally master's degree with merit for self-funded applicants and with an average over 65% in both taught modules and the dissertation for scholarship applicants).

Or international equivalent, e.g., a graduate of an approved US university holding a master's degree in a relevant subject (normally with a GPA over 3.0/4.0 for self-funded applicants and with a GPA over 3.5/4.0 for scholarship applicants); or a graduate of an approved Chinese university holding a master's degree in a relevant subject [normally with an average varies from 78 to 83 (depending on the university studied) for self-funding applicants and with an average varies from 82 to 88 (depending on the university studied) for scholarship applicants].

Scholarship applicants also should hold a bachelor degree at upper second class or above level from an approved UK university. Applicants from institutions where a different

score system is used must have achieved an equivalent level of performance.

English language requirements:

- IELTS 6.5 no less than 6.0 in any element;
- PTE Academic 71 (minimum 65);
- TOEFL IBT 90 (minimum 19 in Writing and Listening, 20 in Reading and 22 in Speaking).

How to apply

Submit your application via the Online Application System.

You will receive an automatic acknowledgment of your application when submitted. It normally takes at least 5-6 weeks for us to reach a decision after we receive your full application.



Scan for more information

**International
Innovative
Impactful**

Contact us

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Tel: +86 (0) 574 8818 0182

Email: admissions@nottingham.edu.cn

Please kindly note that the programme information is subject to change.
Please feel free to contact us via email or phone for any inquiries.

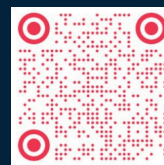
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